



# Pink Carnation Sunday

  
**BreastCare**  
*Say Yes to a Mammogram!*



Arkansas Department of Health  
*Keeping Your Hometown Healthy*

ARBreastCare.com  
501-661-2942

Dear Pink Carnation Sunday Leader,

BreastCare would like to invite your church to take part in Pink Carnation Sunday (PCS). PCS is part of our effort to educate women on the importance of regular mammograms for early detection of breast cancer.

BreastCare is a program of the Arkansas Department of Health that urges all women 40 years of age and older to get regular mammograms. The program also provides free breast and cervical cancer screening and diagnosis for eligible Arkansas women. For more information visit [ARBreastCare.com](http://ARBreastCare.com).

### The Pink Carnation Sunday Toolkit

Your church can work with us in the fight against breast cancer by educating your congregation and encouraging your female members 40 years of age and older to pledge to get regular mammograms.

Early detection is the best way to fight breast cancer. This kit has the tools you need to host a Pink Carnation Sunday event so you can educate and empower the women in your congregation. The following pages include:

Information about Pink Carnation Sunday

Further Steps for PCS

Pink Carnation Sunday Announcement  
Speech

Breast Cancer Facts

Information about BreastCare

Church Bulletin Template

Church Survey

Carnation Fundraising Tips

Pledge Form

### Pink Carnation Sunday Pledges

Please visit [ARBreastCare.com](http://ARBreastCare.com) and click on "Pink Carnation Sunday" on the left to print a pledge form for every woman over 40 in your congregation. PCS pledge forms are used by BreastCare staff to follow up with women who have pledged to get a mammogram and support them in fulfilling this pledge. Once pledges are collected, please mail them to:

**BreastCare; 4815 W. Markham St., Slot 11; Little Rock, AR 72205.**

If you have any questions or comments, please call Marisa Nelson at 501-661-2728.

We look forward to working with you to win the fight against breast cancer!



# What is Pink Carnation Sunday?

## Pink Carnation Sunday Facts

More than 160 women in 12 churches pledged to receive a mammogram on the first Pink Carnation Sunday in 2000. In 2014, more than 40 churches joined the movement which resulted in over 450 women pledging to receive a mammogram.

### PCS aims to:

- Educate women about breast cancer and the importance of regular mammograms among women ages 40 and older.
- Increase breast cancer screenings among women.

## What Happens on Pink Carnation Sunday

- Volunteers in participating churches organize fundraising events to purchase pink carnations for women in the congregation who are 40 years of age and older (see page 6)
- Volunteers educate their congregations about breast cancer and early detection (see page 4).
- Women ages 40 years and older are given a pink carnation and asked to pledge (see page 8) to get a mammogram within the next year. The BreastCare staff will follow-up on pledges made.

## Breast Cancer Facts

According to the American Cancer Society as of January of 2014:

- Breast cancer is the second leading cause of cancer deaths in women, after lung cancer.
- The chance that breast cancer will be responsible for a woman's death is about 1 in 36 (3%).
- Declining breast cancer death rates in women under age 50 are believed to be the result of earlier detection through screening, increased awareness and improved treatment.
- There are more than 2.8 million breast cancer survivors in the United States.

\*Data retrieved on 09//09/14 from <http://www.cancer.org/acs/groups/cid/documents/webcontent/003090-pdf.pdf>

## Pink Carnation Sunday: Announcement Speech

Please read aloud during the announcement portion of your church service.

Good morning, I would like to wish you all a Happy Pink Carnation Sunday! Pink Carnation Sunday is an event sponsored by (name of your church) and BreastCare, a program of the Arkansas Department of Health.

### Did you know?

- It is estimated that 420 women in Arkansas will die from breast cancer in 2014. That's more than a death a day for this year.
- Finding cancer early gives a woman more treatment options and makes it more likely she will survive the cancer. Regular mammograms for women 40 and over are key to early detection.
- If you have health insurance, it should cover regular mammograms with no costs to you. If you don't have health insurance, the BreastCare program may cover the costs of your regular mammograms.

Would all women who are 40 years and older please stand...

(At this time have your ushers, youth, and/or deacons pass out carnations to all women standing. **Note:** Pass out pledge forms at the end of the service).

Today, I present you with this carnation in the hope that you will pledge to receive a mammogram. After the service, we will give each of you a pledge form as a record of your commitment. I pray that you will join our church and BreastCare in the fight against breast cancer.

After the service I will also have more information about breast cancer, BreastCare and how the program may help you receive breast and cervical cancer screenings at no cost to you.

Remember, early detection is key, so sign the pledge form and get your mammogram. If you don't do it for yourself, please do it for the ones you love. The information provided today could help save your life. Once again, I would like to wish all of you a Happy Pink Carnation Sunday. May God continue to bless you all.

## Church Bulletin Template

Please add this to your church bulletin before Pink Carnation Sunday.

Ladies, get your vases out and mark your calendar for [church to insert date] to celebrate Pink Carnation Sunday. We have partnered with BreastCare to provide a program to educate the women in our congregation about breast health and encourage them to receive a mammogram. We will have information about BreastCare, breast cancer screening, and the importance of early detection.

## About BreastCare

After 20 years of screening Arkansas women in need to detect cancer when it is most treatable, BreastCare continues to connect uninsured women with doctors and clinics to provide no-cost mammograms and Pap tests.

Below are talking points about BreastCare that you can use while you are passing out and collecting the pledge forms after the service.

### Say “Yes” to a Mammogram

Enroll and make an appointment today. If your doctor is a BreastCare provider, ask to be enrolled in the program. If your doctor is not a BreastCare provider, visit ARBreastCare.com and click on “Find a Doctor” or call BreastCare at 501-661-2942 to find a BreastCare provider in your area.

### Resources

For more information about breast cancer and services in your area, visit ARBreastCare.com and click on Resources.

American Cancer Society: Arkansas Chapter  
[www.acscan.org/action/ar](http://www.acscan.org/action/ar)

Arkansas Area Health Education Centers  
(AHEC) Programs  
<http://ruralhealth.uams.edu/AHEC-Programs>

Arkansas Cancer Coalition  
[www.arcancercoalition.org](http://www.arcancercoalition.org)

Arkansas Department of Health  
[www.healthy.arkansas.gov](http://www.healthy.arkansas.gov)  
1-800-462-0599

Susan G. Komen for the Cure: Arkansas  
[www.komenarkansas.org](http://www.komenarkansas.org)  
1-501-202-4399

Susan G. Komen for the Cure: Ozark  
[www.komenozark.org](http://www.komenozark.org)  
1-479-750-7465

Susan G. Komen for the Cure: Texarkana  
[www.komentexarkana.org](http://www.komentexarkana.org)  
1-903-791-9585

Encore for Women’s Health  
[Encoreforwomenshealth.org](http://Encoreforwomenshealth.org)  
1-888-663-3914

NCI Cancer Information Service  
1-800-4-CANCER

#### Breast Cancer Risk Factors:

- Increasing age
- Family history of breast cancer
- History of breast cancer or non-cancerous breast disease
- Hormone changes: Women who start their periods at a young age, start menopause at a late age, have their first child later in life, and could not carry a child for a full nine months, may have an increased risk of breast cancer.

#### Breast Cancer Research

The American Cancer Society estimates the following in the U.S. during 2014:

- About 62 thousand new cases of early stage breast cancer will be diagnosed in women
- Over 233 thousand new cases of invasive breast cancer will be diagnosed in women
- Around 40 thousand women will die from breast cancer

## Fundraising Tips

One key part of Pink Carnation Sunday is when church volunteers present every woman over 40 with a pink carnation to encourage her to pledge to get a mammogram. BreastCare unfortunately doesn't have the ability to purchase these flowers for churches. Here is a list of ideas to help you cover this cost.

1. **Buy plain and in bulk** – It costs less to buy pink carnations without any decorations, and all at once. You could buy some ribbon separately and add bows on your own for decorated, much cheaper, carnations.
2. **Shop around** – Different flower shops will have different rates. Call all of your local shops and ask what their prices are before deciding. Some will even give you a discount if you explain that you're hosting a church event for breast cancer awareness!
3. **Involve your congregation** – discuss the event in advance and hold collections to help cover the cost of the flowers.
4. **Involve your youth** - youth groups generally like hosting fundraisers and getting involved. Having young people help fundraise for Pink Carnation Sunday will make them more aware of breast cancer prevention. They can even be recruited to encourage loved ones to get regular screenings!
5. **Make your own carnations** – Get creative and make carnations of your own! The internet has a lot of articles and videos on how to make carnations out of paper. Get children from your congregation involved to make these flowers even more unique and meaningful.

## Further Steps

Is your congregation very excited about PCS? Are they interested in doing more to raise awareness of breast cancer prevention? Here are some ideas on further steps your church can take:

1. Bring in a doctor or nurse to discuss breast cancer prevention and answer any questions your congregation may have.
2. Invite a breast cancer survivor from your church family to discuss her experience and the importance of regular mammograms.
3. In a Bible study or Sunday School class, have small group discussions (4-6 people) about what may keep a woman from getting a mammogram. Come up with two steps to take to avoid these barriers.
4. Host a discussion on the spiritual reasons for getting screened and living a healthy life.

## Survey for Our Churches

To assist in planning Pink Carnation Sunday, we need your comments and suggestions!  
Please send to: BreastCare, 4815 W Markham St., Slot 11; Little Rock, AR 72205

**How many women in your church were given pink carnations? \_\_\_\_\_**

**How many women in your church signed PCS pledges? \_\_\_\_\_**

<b>Please evaluate according to the scale:</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
We understand the mission of BreastCare.					
Pink Carnation Sunday helps raise awareness about breast cancer.					
Our attendance for Pink Carnation Sunday was good.					
My congregation was interested in hearing about PCS.					
The process of getting carnations for my church was simple.					
We gave out all our flowers on Pink Carnation Sunday.					
We had enough resources to create materials for Pink Carnation Sunday.					
It was easy to get women to fill out their pledge forms.					
It was easy to distribute all the materials.					
Materials were culturally appropriate.					
My church closely followed the toolkit recommendations.					
Recommendations were easy to follow and understand.					
We are pleased with the overall interaction with BreastCare.					
We will work with BreastCare on Pink Carnation Sunday next year.					

Did your church do fundraising or take any of the "Further Steps" (p. 6) for PCS? Please describe your activities.

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Please enter your comments/suggestions for improving Pink Carnation Sunday and how BreastCare can help:

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## Pink Carnation

### Pledge Form

I, \_\_\_\_\_, pledge to get a mammogram within the next year. I know that regular screening and early detection saves lives. I choose to get regular screenings to protect my health, my body, and my family.

#### Mammogram Status: (Please Check One)

- ☐ I have had a mammogram in the past 2 years
- ☐ I have NOT had a mammogram in the past 2 years, but pledge to get one

#### Race or Ethnicity (Please Check One)

- ☐ African American
- ☐ Hispanic
- ☐ Asian
- ☐ Caucasian
- ☐ Other (Please list: \_\_\_\_\_ )

#### Age (Please Check One)

- ☐ 18-39
- ☐ 40-49
- ☐ 50-64
- ☐ 65+

#### Appointments

- ☐ I know how/where to schedule an appointment for a mammogram
- ☐ I do NOT know how/where to schedule an appointment for a mammogram

#### Insurance

- ☐ I currently have health insurance (including Medicaid or Medicare.)
- ☐ I currently do not have health insurance.

#### How can BreastCare help you get the information you need?

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\*A BreastCare representative will be in touch with you in the coming weeks to follow up with this pledge and connect you with resources that can help you schedule your mammogram.

#### Your contact information

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_ County: \_\_\_\_\_





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